



MMC 1009 - Intro to Media and Communications

Fall 2021 Syllabus

Instructor: Meisha Wade

Meeting Time: Asynchronous online

Office Hours: Schedule an appointment here: <https://calendly.com/mwade-2>

Contact: mwade@ufl.edu. Please do not email me through Canvas

Instructor's policies

Welcome to MMC1009! I am honored to be your instructor this semester. I am currently an Academic Advisor in the College of Journalism and Communications and I enjoy helping students reach their goals. I will do my best to respond to student emails within 24-48 hours during standard business hours Monday-Friday (EST). If you email me within 24 hours of an assignment deadline, I will do my best to get back to you, but cannot promise I will respond in time, so plan ahead.

Please note that deadlines for this course are on Mondays at 11:00 p.m. EST, and modules will be opened a minimum of two weeks in advance.

I will also post information to the announcements section of the course. Be sure to check the announcement tab in the Canvas shell regularly for information on class assignments, changes and other class information. It is your responsibility to keep up with class announcements.

Questions or other messages for me should be sent to my UFL email address above to ensure receipt and reply. I want to be sure I receive your messages and can respond in a timely manner. **Any messages sent on Canvas might not receive a timely reply.**

Course overview

This course is designed to give UF Online students a general overview of the College of Journalism and Communications. We will discuss career options with all areas of study in our College: *Advertising, Journalism, Media and Society, Public Relations and Media Production, Management, and Technology (formerly Telecommunication)*. We will look at current trends in the field of communications, audience engagement and social networks using the five majors and career paths in advertising, public relations, print and broadcast journalism to help you succeed in our College. In addition to a general understanding of our fields of study and their corresponding professions, you will begin to build your professional network by connecting with industry professionals near you as a part of your learning experience.

Please note that the videos in the course feature former instructors and other UF faculty.

Course goals

Our goal is to prepare you for a successful experience at our College by introducing you to our programs, professors, industry professionals and best practices. We want you to begin planning your career by building your professional network from day one with us. Finding a mentor to help guide you through college is a critical component to your success. This can be a professor, professional or close advisor. Through this course, you will be connecting with practicing professionals in the industry of your choice to learn more about career options in communications.

What will you learn?

- Basic principles of Advertising, Journalism, Media and Society, Public Relations and MPMT and how these fields of study provide career opportunities
- How to position your social networks to benefit you professionally
- Where to find professional networks
- What opportunities you can take advantage of as an online student

Course Structure:

Lectures:

The recorded materials will help you to understand key concepts and assignments. These are reinforced in online homework and in written submissions. Please follow only the syllabus for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded.

Required Readings:

There is not a required textbook to purchase for this course. You will have assigned readings in each module, and, in addition, you are expected to follow the news each week on the following websites and include current media events and industry developments in your weekly discussions and be prepared to answer questions on module quizzes:

- Poynter: <http://www.poynter.org/>
- Advertising Age: <http://adage.com/>
- MediaShift: <http://mediashift.org/>
- PR week: <http://www.prweek.com/us>

Student Evaluation:

Students will be graded through a variety of assignments, quizzes and a final paper. The grades breakdown is as follows and available in your grade book on Canvas. **Please note that there will be no extra credit and final grades will not be rounded. E.g: a 93.8 is a 93.**

- Six Multiple-Choice Quizzes (10 each): **60 points**
- Six Discussion Board Posts (5 each): **30 points**
- Six Course Activities (5 each): **30 points**
- Final Paper: 30 points Total possible points earned in class: **150 points**

- *Multiple-choice quizzes* will be given at the end of each module and will cover the topics in both the lectures and the readings. They will be taken online, have a time limit, and be graded once all students in the course complete the quiz.
- *Discussion board posts* will vary from sharing examples of work you find online to questions and comments about topics covered in class. Incorporate hyperlinks in your text and cite any sources used. They will be graded for relevance, understanding of the topic asked and ability to identify and communicate pertinent and accurate concepts
- *Course activities*: These activities could vary from completing a professional Twitter account, pitching a TV news story, or networking with each other. Incorporate hyperlinks in your text and cite any sources used.

Final paper: The final paper will serve as your final examination in this course. For this assignment you must choose one of the communication fields we have studied in our class (advertising/PR/print journalism/broadcast journalism). Then research what a typical day in the life of a professional in your chosen field is like. Your research must be cited with a least three sources. You will then explore the Occupational Outlook handbook to explore aspects of the career such as work environment, salary, expected growth , etc. Finally, you will reflect on whether your research met or did not meet your expectations.

Then search LinkedIn for two real life examples of professionals engaged in the profession, what their current job is and their background. Explain their career path and what skills and job opportunities helped them obtain their current job.

Your paper should be between 750 and 1000 words (roughly 3-4 pages)

The final paper can be turned in at any time during the course, but its final deadline is **December 8 at 11 p.m.**

Fact errors

Making fact errors on an assignment – this includes, but is not limited to, inaccurate facts and statistics, misspellings of proper names, and misquotes – will result in a full letter grade deduction for that assignment. Please proofread and fact check your writing, sources, and information carefully.

Grading Scale:

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79

C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
E	59 or lower

Please note a C or better is required to pass this course

Learning Environment

Give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism. Both students and faculty each have a responsibility to maintain an appropriate learning environment online. I expect that we will all show professional courtesy and good "netiquette" ([CISE Netiquette Guide.pdf \(ufl.edu\)](#)) in our discussions. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. If there is a pronoun your classmates and I should use when talking with you, please let us know.

Missed assignments and late work

Because we are working together in a class about professionalism and learning about professions that run on tight and crucial deadlines, we will do the same to model and practice that behavior as students. No late work will be accepted , unless you provide me with documentation of an emergency according to the university policy. Emergencies include illnesses, death in the family , or other situations beyond your control. For more information check this link : [Attendance Policies < University of Florida \(ufl.edu\)](#)

Technical issue policy:

Any requests for make-ups due to technical issues must be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You must e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

- UF helpdesk: 352-392-HELP (4357)
- Learning-support@ufl.edu
- <https://lss.at.ufl.edu/help.shtm>

University Policies:

Students with disabilities

Students in need of accommodations must first register with the Disability Resource Center in the Dean of Students Office at the beginning of the semester. The Disability Resource Center will send this documentation directly to me and copy you in the communication. Please make sure that this is sent on your behalf within the first two weeks of class. I will most happily (and legally) comply! Accommodations cannot be applied retroactively.

Course evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Thank you for taking the time to complete the process.

Academic Integrity:

The College of Journalism and Communications at UF is committed to upholding the University's Academic Honor code as detailed on UF's website. Academic dishonesty of any kind is not tolerated in this course. Please note that I am obligated to report any plagiarism in this course to the Dean of Student's Office. The university's guidelines provide additional details, which you are expected to understand completely. [Student Honor Code and Student Conduct Code | SCCR \(ufl.edu\)](#)

If you are in distress.

Counseling and Wellness Center

If you are totally overwhelmed by the stresses of your semester and feel like you can't handle the pressure, please contact me or someone at UF's Counseling and Wellness center <https://counseling.ufl.edu/services/>. Your well-being is important to me. Please take care!

UMatter, We Care

If you are in distress, please contact umatter@ufl.edu or 352.294.Care(2273) so that a team member can reach out to you. I'm available to help you navigate any UF resource to make sure you are ok!

Resources:

The University of Florida is full of resources that can help you in your academic career. You are encouraged to make use of resources such as the library, tutoring, career resource center, etc. A list of useful UF resources can be found in the links below:

- <http://www.ufl.edu/academics/resources/>
- <https://distance.ufl.edu/getting-help/>